## FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction

1(b).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL								
OMB Number:	3235-0287							
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Estimated average burden								
hours per response	0.5							

1. Name and Address of Reporting Person* KOCH C JAMES			Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]     Just of Earliest Transaction	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last) (First) (Middle) C/O THE BOSTON BEER COMPANY, ONE DESIGN CENTER PLACE, SUITE 850		COMPANY, ONE	(Month/Day/Year) 08/22/2012	X Director X 10% Owner  Officer (give title below) (specify below)  Chairman				
(Street) BOSTON (City)	BOSTÓN MA 02210		4. If Amendment, Date of Original Filed (Month/Day/Year)	Individual or Joint/Group Filing     (Check Applicable Line)     X Form filed by One Reporting Person     Form filed by More than One     Reporting Person				

	Table I	- Non-Derivative S	Securitie	s A	cquired,	Disp	osed of, or B	eneficially Ow	ned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)			sed		5. Amount of Securities Beneficially Owned	6. Ownership Form: Direct (D)	Beneficial Ownership
			Code	V	Amount	(A) or (D)	Price	Following Reported Transaction(s) (Instr. 3 and 4)	or Indirect (I) (Instr. 4)	(Instr. 4)
Class A Common	08/22/2012		S		2,000	D	\$ 103.72 (1) (3)	186,248	D	
Class A Common	08/22/2012		S		900	D	\$ 104.53 <sup>(3) (2)</sup>	185,348	D	
Class A Common	08/22/2012		S		100	D	\$ 105.37	185,248	D	
Class A Common								23,486	ı	Custodian for children under UGTMA
Class A Common								3,656	ı	By spouse as custodian for children under UGTMA
Class A Common								2,532	ı	By spouse in trust for children
Class A Common								22,756	ı	By spouse in trust under GRAT

	Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)														
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transac Code (Instr. 8)		5. Number of Derivative		6. Date Exercisable and		1		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

## **Explanation of Responses:**

- 1. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for 2,000 shares is from \$103.24 to \$104.13.
- 2. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for 900 shares is from \$104.28 to \$104.89.
- 3. The reporting person will provide, upon request from the staff of the Securities and Exchange Commission, the Registrant or a shareholder of the Registrant, full information regarding the number of shares sold at each separate price.

Kathleen H. Wade under
POA for the benefit of C.
James Koch

08/23/2012

\*\* Signature of Reporting

Date

Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.